

The outlook IS for

**UNPRECEDENTED
CHANGE**

TWO CORNERSTONES

SUSTAINABILITY

WORKFORCE

SUSTAINABILITY



2nd Highest Failure Rate

- **95% over a 5 year period !!**

#1 Highest is

• RESTAURANTS

So how do we SUSTAIN

- **Effective Leadership**

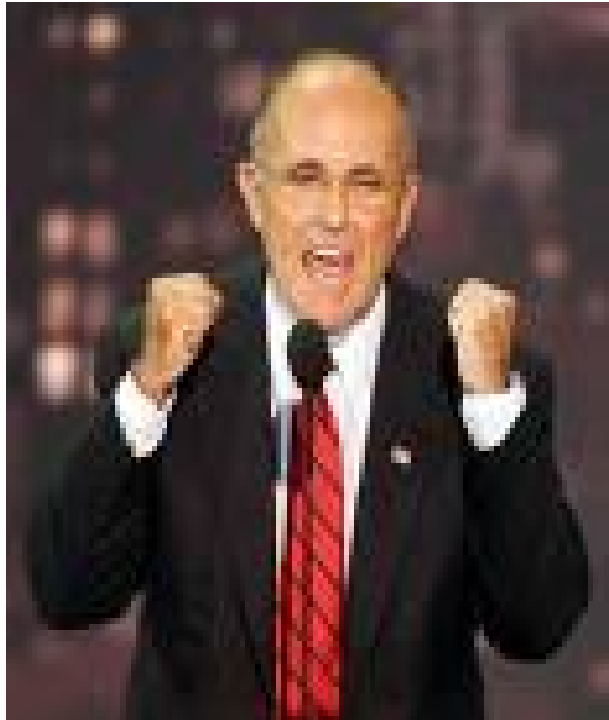
**Leaders who understand that
DISRUPTION is opportunity**

**Leaders who embrace CHANGE
because it creates opportunity**

LEADERS WHO

- **REINVENT**
themselves and their
companies to meet
that change.

Turn ADVERSITY into Opportunity

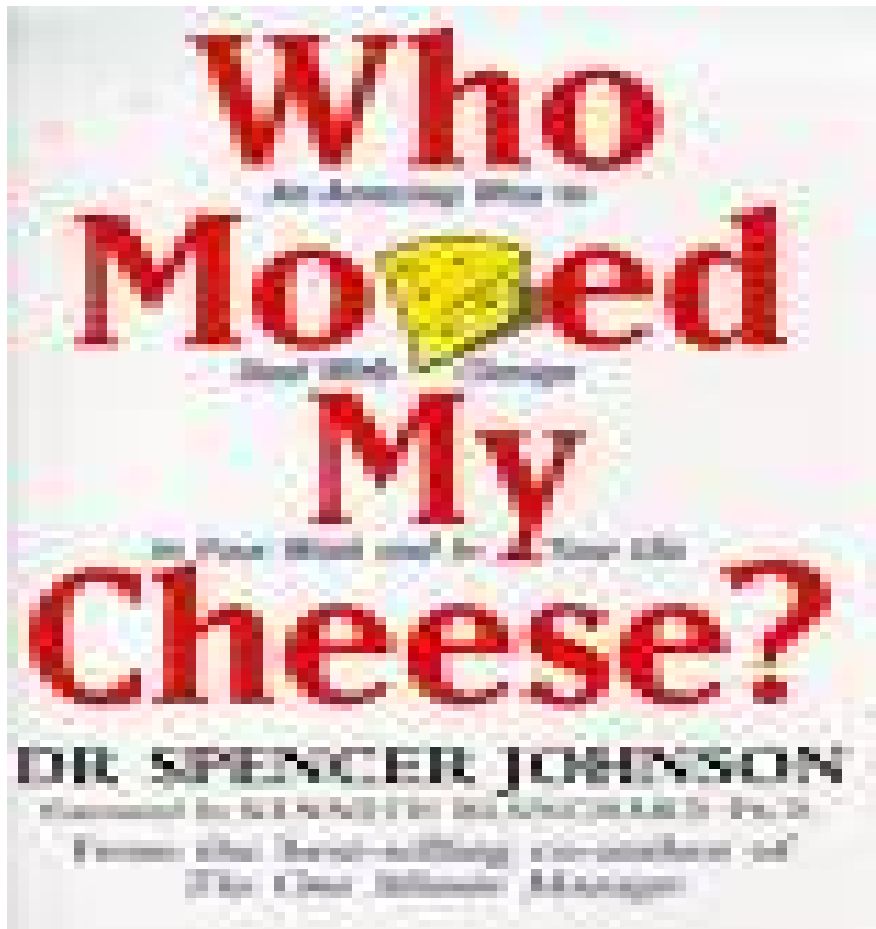


FEAR paralyzes.
HOPE mobilizes.
Courage isn't
the absence of
fear, It is the
MANGEMENT of
FEAR

Leaders hold people **ACCOUNTABLE**

- **Themselves FIRST, then their PEOPLE.**
- **It is pretty much missing in our industry, as is leadership**

Who Moved My Cheese



Initially published in 1998. Superstar!

Reborn 2008 & we all know why!

**OUR cheese has been
moved.**



NOW WHAT DO I DO?

- The demand for retrofit & service work will GROW at an unprecedented pace

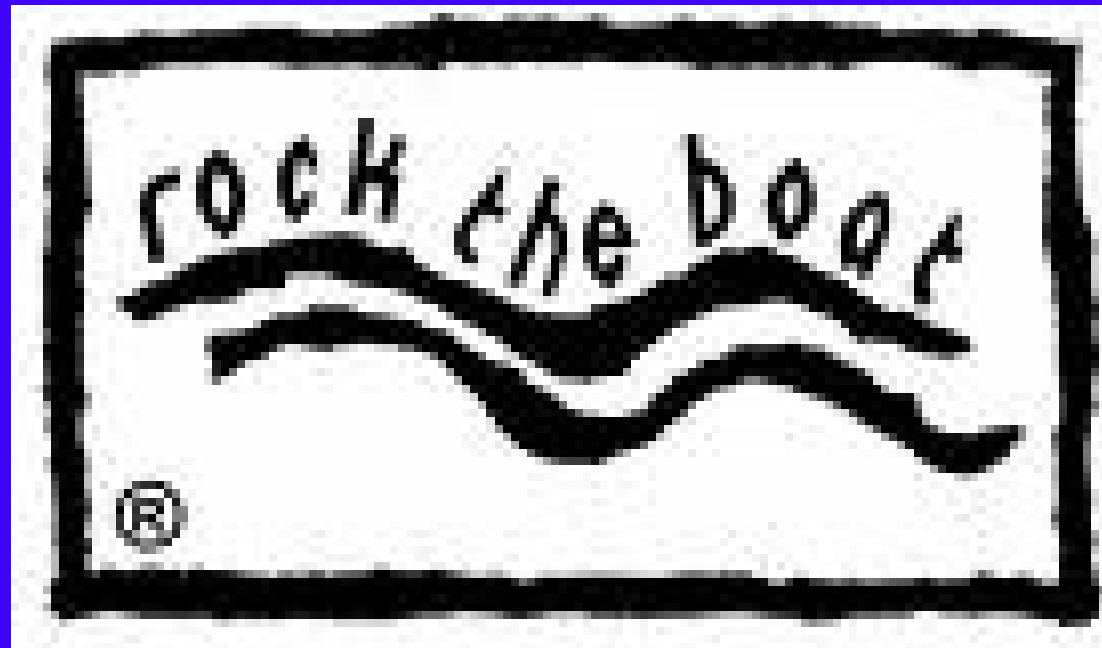
How about....

- ...productivity tools will be required to successfully compete in the HVAC market in 2018

A new banner

- Innovation means breaking ALL of TODAYS rules.

It means



The Future Demand ..

- Will be **PERFORMANCE** driven, **code-driven**, and **CONSUMER** preference driven.....enormous levels of **HVAC work.....IT MAY BE DIFFERENT** from today's.

WORKFORCE

- **The HVAC industry has a severe IMAGE problem that will be extremely difficult to overcome.**

Maybe we should ask

- Who is responsible for this image?**

POOR Leadership



Maybe



Me

You

Leaders in the HVAC ...

**Contracting community
will develop**

INTELLIGENCE AS A

CORE COMPETENCY

In what?



**EFFECTIVELY
LEADING
THEIR
PEOPLE
THRU
CHANGE**

Will we be successful?

**“to the rate at which WE
CHOOSE TO adopt**

INNOVATIONS!

Workforce problems

- Tend to GO away when companies are run by good leaders.

PERFECT EXAMPLE



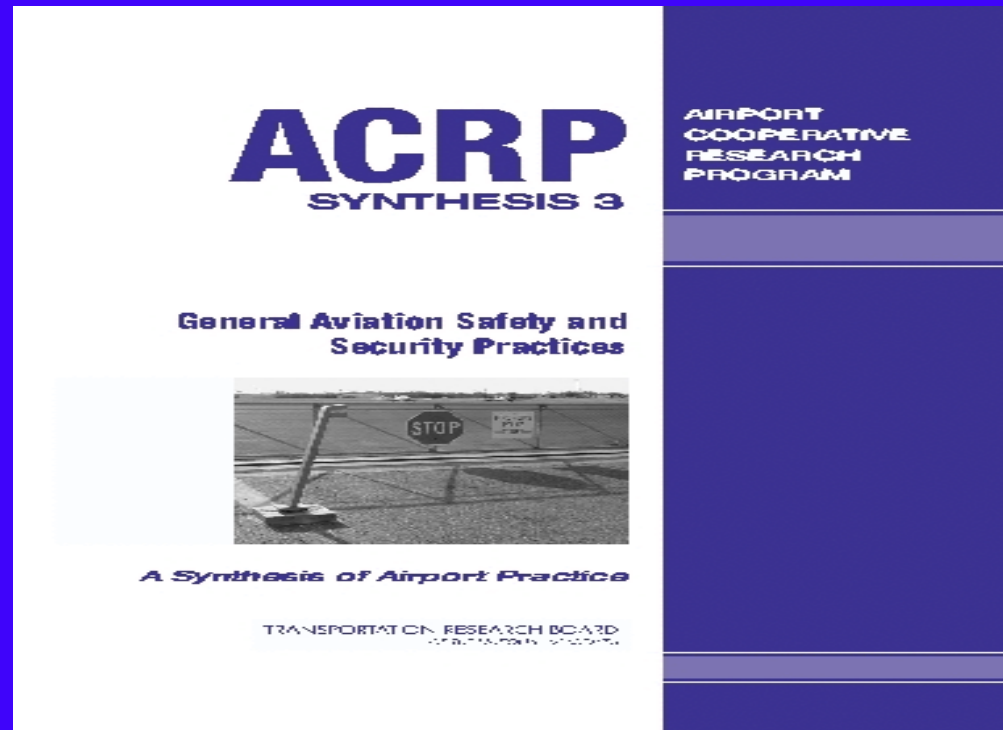
SULLY

WHY HIM?



EXPERIENCE

WILLING TO CHANGE



AVIATION SAFETY

INNOVATION



LaGuardia Arpt



Teterboro Arpt

LEADERSHIP



HE WAS THE LAST ONE OFF

SO, WHATS THE ANSWER

Today, more than ever, in these changing times, we need men and women who will LEARN how to become EFFECTIVE LEADERS.

Denis Waitley. PhD

Our ATTITUDE at the beginning of an event has more to do with our success than our actual talent.